



Friends of the Hennepin County Library (FHCL) seeks an experienced and enthusiastic **Membership Manager** (MM) to lead our membership program and grow mid-level giving. By employing best practices, the MM creates effective plans for attracting new members and increasing member retention, contribution size, and giving frequency. This position requires strong project management and communication skills, knowledge of membership trends and strategies, and a passion for libraries and the people they serve. The ideal candidate is a proven relationship builder and team player adept at fostering long-term connections that inspire action.

Membership Strategy, Planning, and Execution

- Develop and refine strategies to grow revenue from FHCL members (up to \$1,000 annually) in line with organizational fundraising goals.
- Coordinate with colleagues and external partners to effectively execute multi-channel acquisition, lapsed, renewal, second ask, Give to the Max, and year-end fundraising campaigns. Lead goal setting, creative approach, copywriting, segmentation strategy, budget oversight, and data analysis.
- Nurture a diverse and inclusive program that supports organizational goals for long-term sustainability.

Member Stewardship and Engagement

- Coordinate with colleagues and external partners on monthly new donor welcome mailings.
- Perform annual program maintenance including updating acknowledgements, online giving pages, and benefits so they remain meaningful and current.
- Partner with Marketing and Communications team on annual stewardship plan to ensure donors understand the impact of their giving. Occasionally serve as copy editor and writing partner.
- Serve as a Friends ambassador at FHCL, HCL, and other community events as needed.

Program Evaluation and Continuous Improvement

- With support from Development Operations Manager, regularly report on key metrics and performance indicators.
- Employ an iterative approach to solicitations to ensure the most effective strategy, messaging, and design.
- Seek out regular training and continuing education about philanthropic trends and the most effective strategies to engage members.

Mid-Level Giving

- Conduct regular discovery meetings and steward a small portfolio of mid-level donors (\$1,000-2,500 annually).
- Create plans for each portfolio member that consider their interests, giving patterns, and solicitation preferences. Implement on schedule to ensure donors are retained and upgraded.
- Regularly coordinate with Director of Leadership Giving to ensure continuity between membership and Library Leadership Circle programs.

Friends of the Hennepin County Library is committed to the sustained, vital work of bringing forth a culture of inclusion, diversity, equity, and accessibility across all levels of the organization. Our policy is to provide equal employment opportunity to all people. Applicants with diverse backgrounds and lived experiences are encouraged to apply.

Qualifications

- Bachelor's degree and at least six years of progressive responsibility in membership or development at a mission-driven nonprofit organization.
- Exceptional written and verbal communication skills.
- Experience using a CRM/development database (Salesforce preferred).
- Portfolio management and prospect research skills preferred.
- Proficiency with Microsoft Office (Word, Excel, and Power Point).
- Ability to work collaboratively in a team environment and perform independently. FHCL is a hybrid working environment.
- A commitment to libraries and the people they serve.

To Apply

Send cover letter, salary requirements and resume to Linda Merritt, Finance & HR Director via lmerritt@hclib.org or via postal mail at:

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